

Audio Public Service Announcements

Your assignment is to compose three 1-minute audio public service announcements on a topic of your choosing. You will also do a significant amount of writing as you prepare, plan, and compose this project. You will work in groups of three.

Select a public issue topic that you care about and one that allows for discussion. Choose something that is being discussed (i.e., has been documented) and one that will allow you to continue the conversation, extending it in a new way. In this assignment you will be an *inventor*, constructing a new argument that doesn't just reinscribe arguments made by others but rather extends existing arguments and becomes your own.

This is a research project. Part of your task is to see how other authors have framed this issue. What arguments have been made? How can you use an understanding of existing arguments about an issue to construct your own argument about it?

This is a project where you will choose three *very specific audiences* and address them through the use of a public service announcement. Think about your rhetorical situation and use it to your advantage. Consider the contexts in which your public service announcement will be broadcast and heard (e.g., which television stations will air it? which radio stations? which television or radio shows will use it for their commercial breaks, etc.)

Once you have selected a topic, formulate a *research question*. A research question gives you a focus: your goal in this project will be to answer the question. The research you do is going to provide the evidence you need to answer this question; any conclusions you draw will come from the evidence. Your research question is a guiding feature that you can refer back to, revise, and utilize throughout the whole project. Ultimately, you will have a project that intelligently discusses material that you have gathered and hopefully provides some new insight into the subject.

This is a project where, through your research, you will become an expert on the topic you've chosen.

The intellectual goals for this assignment are:

- to learn more about your topic;
- to articulate what you have learned or discovered to others, both in writing and in audio;
- to recognize the importance of sharing ideas as a means of developing them;
- to consider the place or places your ideas, your work, have in the world; and
- to think about entering public discourse in a different format, a format that is often used in our culture but one you may not have experienced in a writer/creator role.

The composing goals for this assignment are for you to learn to:

Research: The project requires that you have a minimum of 5 sources. You should have considered and read at least 10 sources by the end of this process in order to have chosen 5 good/appropriate sources. Include all these sources in your bibliography so it is evident that you have done a lot of work on the topic.

Document: You will compose an MLA bibliography of your sources.

Select: These sources can come from the Internet, print material (books, magazines, etc.), broadcast media (TV, radio, etc.) or can come from your own field research (observation, interviewing, surveys, etc.). For field research, make certain that you follow standards that are clearly outlined (talk with me if you have questions about this) and that you provide ample and adequate sampling (i.e., asking three people in your dorm whether they think Blackboard is useless is not an adequate sample). As always, evaluate your sources. We will talk about this more in class.

Incorporate sources: You will need to be able to appropriately place quotations, paraphrases, and summaries in your audio text. This includes introducing them properly and showing your audience why the quotations you use are important.

Your project, in the end, will **need to have** the following: a main idea or thesis; focus; coherent points; and clarity.

In constructing this announcement you should use **rhetorical strategies**. One of the most important elements is audience selection. Who do you want to reach with your message and why? Remember that you will re-address your PSA for three different audiences. How will your message need to change for each audience?

Technology

For this project, you can use either Garageband, available on Mac computers, or Audacity, a free program available at <http://audacity.sourceforge.net/>. You will learn how to import, edit, and export sound files.